**TODAY’S TIP:**
You want to reach Hispanic, Latinx and/or Spanish-speaking audiences. We have some advice from Hugo Balta, president of NAHJ (National Association of Hispanic Journalists) and news director at KPCC-LAist.

**HARNESSING THE POWER OF TEXTING**

When and how to build a texting club, manage the workflow and turn it into journalism.

Broadcasting are pros at using texting to build an audience. From soup to nuts, they’ll share Brittani Howell and Robin Tate Rockel of Side Effects Public Media and Indiana Public Media.

Register for our “Harnessing the Power of Texting” webinar

When: Friday, April 17, 2020. 1 p.m. ET/12 p.m. CT/10 a.m. PT.

**Resource center**

- **“It’s a slam dunk!”**
  - Why do Spanish-speak

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